

AL NASAQ SDB

IRAQI MARKET



AL NASAQ SCIENTIFIC DRUG BUREAU
PROFILE IN THE IRAQI MARKET .



العدد ١١٦٩٤

التاريخ ٢٠١٨ / ٣ / ٨

الى / الدكتور الصيدلاني مصطفى جابر مهنا
صاحب اجازة مكتب الشعم العلمي لدعاية الادوية
الموضوع / منح اجازة فتح مكتب علمي لدعاية الادوية

نهديكم أطيب التحيات ..

- ١- استناداً الى قرار الكشف المرقم (٥٠٢) في ٢٠٢٢ / ٣ / ٨ والمتضمن توافر الشروط المنصوص عليها في التعليمات الخاصة بالمكاتب العلمية لدعاية الادوية في المحل المراد اتخاذه مقراً للمكتب والواقع في محافظة بغداد / حي المنصور / محلة ٦٠٣ / زقاق ٢٠ / السجل المرقم ٧ (قرب مدرسة التنمية والابداع) وبمساحة ٢٨٢م^٢ لذلك نوافق على منحك اجازة فتح مكتب علمي لدعاية الادوية باسم ((مكتب الشعم العلمي لدعاية الادوية)) واسناد مسؤولية ادارته بمعهدك .
- ٢ - لايعطي له حق الاستيراد الا من الشركات التي يمثلها .
- ٣ - تلغى اجازة المكتب في حالة مرور سنة أشهر ولم يحصل على تمثيل شركة دائمة او اكثر . مع تمنياتنا لكم بالموفقية في عملكم الجديد .

الصيدلاني الدكتور
مصطفى محمد امين الهيتي
نقيب صيادلة العراق
٢٠٢٢ / ٣ / ٨

الدكتور الصيدلاني

صاحب اجازة مكتب الشعم العلمي لدعاية الادوية

نسخة منه الى /

- وزارة الصحة / دائرة التفتيش .. مع التقدير .
- وزارة الصحة / دائرة الامور الفنية / قسم الصيدلة .. مع التقدير .
- الشركة العامة لتسويق الادوية والمستلزمات الطبية / قسم الاعلام الدوائي / للتفضل بالاطلاع ، على ان يتم تزويد الوزارة والنقابة ببيكلية المكتب خلال ٣٠ يوم من تاريخ صدوره .
- وزارة التجارة / الشركة العامة للمعارض والخدمات التجارية العراقية .
- الهيئة العامة للكمارك .
- الهيئة العامة للضرائب / قسم الاعمال التجارية والمهن .
- اضبارة المكتب .
- الاضبارة الشخصية
- الحاسبة
- رؤي



العدد : ١١٦٩٤

التاريخ ٢٠١٨ / ٣ / ٨

الى / الدكتور الصيدلاني حسن علاء الدين مير علي
صاحب اجازة مكتب النسق العلمي لدعاية الادوية
الموضوع / منح اجازة فتح مكتب علمي لدعاية الادوية

نهديكم أطيب التحيات ..

- ١- استناداً الى قرار الكشف المرقم (٢٧٢) في ٢٠١٧/٣/١٨ والمتضمن توافر الشروط المنصوص عليها في التعليمات الخاصة بالمكاتب العلمية لدعاية الادوية في المحل المراد اتخاذه مقراً للمكتب والواقع في محافظة بغداد - المنصور - محلة ٦٠٣ - زقاق ٢٠ - (دار ٧) - (معهد المعلمات في المنصور / قرب مستشفى السلامة الاهلي) وبمساحة ٤٠٠م^٢ لذلك نوافق على منحك اجازة فتح مكتب علمي لدعاية الادوية باسم ((مكتب النسق العلمي لدعاية الادوية)) واسناد مسؤولية ادارته بمعهدك .
- ٢ - لايعطي له حق الاستيراد الا من الشركات التي يمثلها .
- ٣ - تلغى اجازة المكتب في حالة مرور سنة أشهر ولم يحصل على تمثيل شركة دائمة او اكثر .

الدكتور
مرتضى مطر الشريفي
نقيب صيادلة العراق
٢٠١٧/٣/١٨



نسخة منه الى /

- وزارة الصحة / مكتب المفتش العام .. مع التقدير .
- وزارة الصحة / دائرة الامور الفنية / قسم الصيدلة .. مع التقدير .
- الشركة العامة لتسويق الادوية والمستلزمات الطبية / قسم الاعلام الدوائي / للتفضل بالاطلاع مع نسخة من هيكلية المكتب .. مع التقدير .
- البنك المركزي - التحويل الخارجي .
- وزارة التجارة / الشركة العامة للمعارض والخدمات التجارية العقارية .
- الهيئة العامة للكمارك .
- الهيئة العامة للضرائب .
- اضبارة المكتب .
- الاضبارة الشخصية
- الحاسبة



Syndicate of Iraqi Pharmacists

Baghdad- Iraq- Al-Munari St. Entrance of Al-Munoor City
Mobile: 07901189655 - 07703910513
Tel : 5372432 - 5372434 - Telfax: 5372433 P.O.Box 6343
E-mail: home@iraqipharm.com
www.iraqipharm.com



نقابة الصيادلة

بغداد - العراق - شارع المعري - مدخل مدينة المنصور
موبايل : ٠٧٧٠٣٩١٠٥١٣ - ٠٧٩٠١٨٩٦٥٥
هاتف : ٥٣٧٢٤٣٢ - ٥٣٧٢٤٣٤ - تليفاكس ٥٣٧٢٤٣٣
ص. ب : ٦٣٤٣

العدد : ٤٩٧٩
التاريخ : ٢٠١٨/٦/٣

إلى/ الدكتورة الصيدلانية فاطمة مدحت عليوي - صاحبة إجازة
مذكر أدوية البزن - الواقع في محافظة بغداد

م / فتح مذكر للجمهور

استناداً الى الامر النقابي المرقم ١٠١٩ في ٢٠١٨/٤/٢٩ ، و إلحاقاً بكتائنا المرقم ٤٠٦٠
والمؤرخ في ٢٠١٨/٦/٣ .
وبناءً على ما جاء بقرار لجنة الكشف في النقابة المرقم ٥١٥ المؤرخ في ٢٠١٨/٦/٢ ، المتضمن لياقة
المحل الذي تروم فتح مذكركم فيه المسمى ((مذكر أدوية البزن)) الواقع في محافظة بغداد -
المتنبي - محلة ٦٠٧ - زقاق ٣ - (قرب مول المنصور) وبمساحة ٢٨٣ م^٢ .
ونظراً لتوفر الشروط المقررة في المذكر المذكور اعلاه نوافق على فتحه للجمهور وأسناد مسؤولية
إدارته بمعيتك .

٥ / الدكتور الصيدلاني
حيدر فواد ابراهيم الصانع
النائب الاول لنقيب صيادلة العراق

٢٠١٨/٦/ ١

الدكتور الصيدلاني
جليل مكيه الحسن علي
النائب الثاني
لنقيب صيادلة العراق
مع التقدير



نسخة منه الى/

- وزارة الصحة - دائرة التفتيش .. مع التقدير .
- دائرة صحة محافظة بغداد - الكرخ / للتفضل بالاطلاع .. مع التقدير .
- لجنة التفتيش في النقابة / للتفضل بالعلم .. مع التقدير .
- الهيئة العامة للضرائب
- الملف الشخصي ٩٦٤٨
- ملف المذكر
- الحاسبة

لمينة

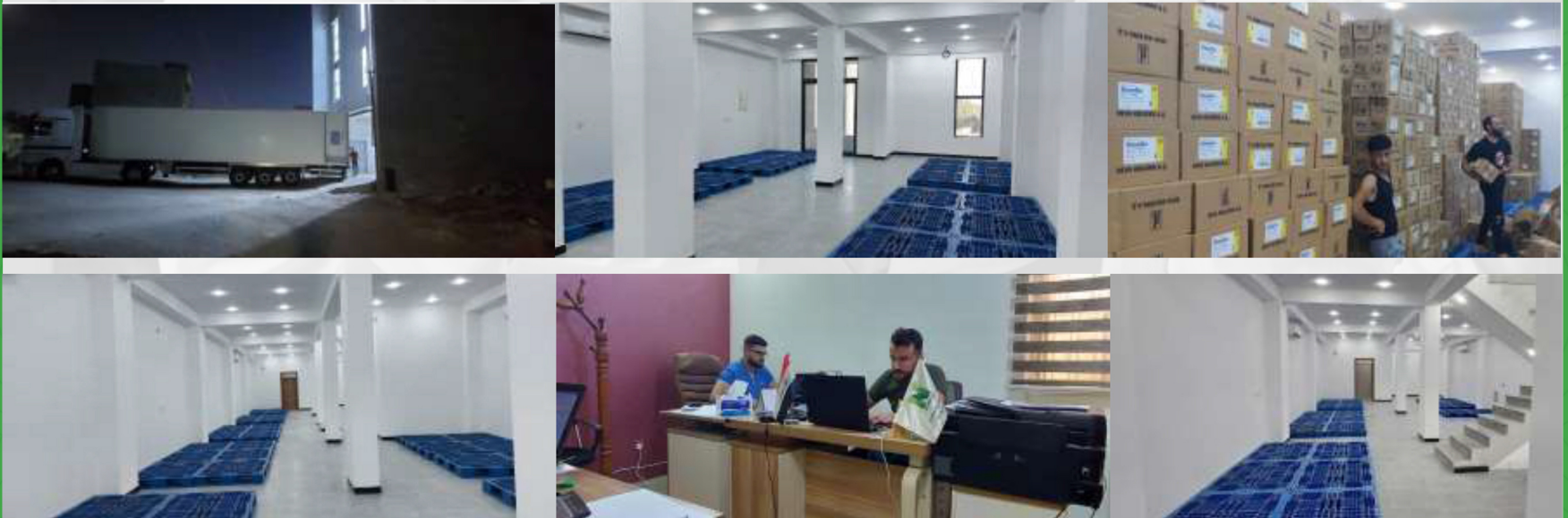
ALNasaq S.D.B. is 600 square meter building has 3 meeting rooms (6 , 12 , 18 person) and separated departments





WAREHOUSE IN IRAQ

- Baghdad warehouse : 4 refrigerated rooms , 220 pallets storage capacity
- We added 900 m³ in Baghdad in may 2020 as we received goods of 2 new companies , 300 pallets capacity
- Erbil warehouse : 320 pallets
- Inventory check is done on daily bases for specific items , weekly bases for specific company , monthly for all SKUs and can be provided if needed at any time .



WAREHOUSE IN IRAQ



INTRODUCTION

- **Al Nasaq** as a company has build a model that has proved to be most efficient in the Iraqi market following several experiences .
- **Al Nasaq** has developed several entities and partnerships in the local market that serves as a solid channel to furnish the business with best access and support to host and nourish new opportunities .
- **Al Nasaq** was established in 2017

PARTNERSHIPS IN THE IRAQI MARKET

- **Al Nasaq** has the ownership of al-yazan drug store in Baghdad for direct sales to Baghdad pharmacies .
- **Al Nasaq** had partnership with Grand pharma company in KRG to facilitate legalization of documents in KMCA .
- **Al Nasaq** had commercial company called fajir alnasaq to distribute sanpharma company (lollipop products and gummies) .
- **Al Nasaq** has the ownership of alshamam S.D.B. (new official scientific office , established in 2022) .

MILE STONE

2017

Establishment of nasaq S.D.B. we started with adipharm and Cedem company

Subdistribution of Deva , Pharmactive from Aladeeb S.D.B. / Osel direct

2018

2019

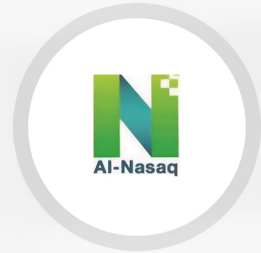
CT direct contract/ AlYazan D.S. added to the group for direct order to Baghdad pharmacies

Dar aldawa direct contract / new storage capacity added to the S.D.B.

2020

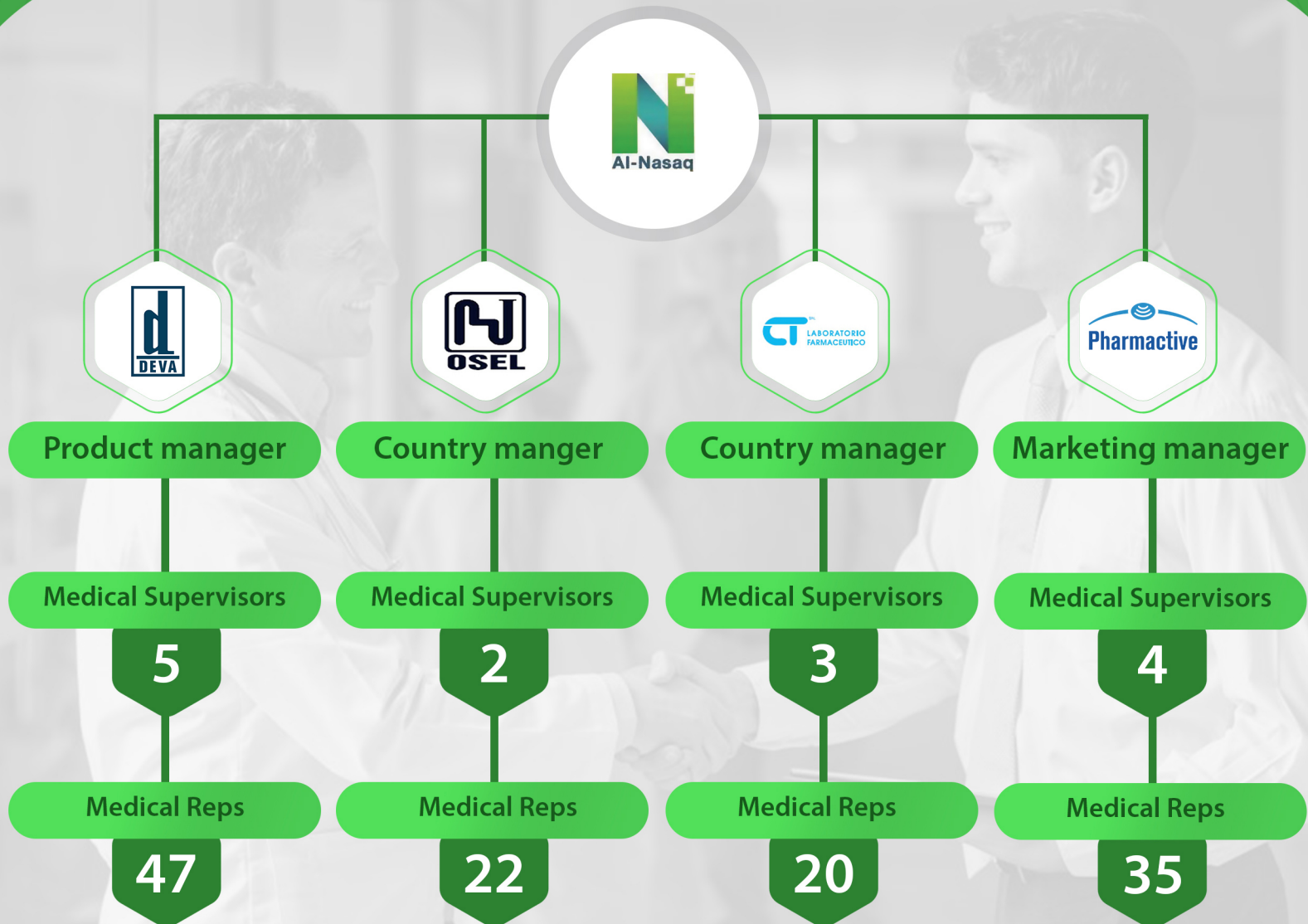
2021

Partnership with grand pharma in Erbil



- Financial and accountant department: 3 employees
- Registration department : 2 employees
- Call center and Orders follow-up 4 employees
- IT and designer : 1 employee
- Inventory and supply department consist of 10 person : 7 office boys
1 responsible for sales return , 1 responsible for daily inventory and
inventory manager
- 5 drivers to 5 delivery vehicles
- Sales team consist of 40 med rep and 5 supervisors covering all Iraq
Responsible for :
 - ① debt money collection
 - ② follow-up for stocks at pharmacies drug store level
 - ③ liquidation and OTC campaigns
- Coverage (4500 pharmacies and 350 drug store)

AL NASAQ PROMOTIONAL TEAM STRUCTURE



AL NASAQ SDB

IN IRAQI MARKET

OWNERS

DR. Omar Mohameed

DR. Ahmed Abdul Ghafoor



ALNASAQ MANAGEMENT TEAM TRAINING

ERBIL , MAY 2022



ALNASAQ MANAGEMENT TEAM TRAINING

ERBIL , MAY 2022



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WAREHOUSE IN IRAQ



SALES TEAM

- Selling process direct from our company to pharmacies in Baghdad (14 salesmen)
- From company to Baghdad drug stores (3 salesmen)
- From company to provinces drug stores (14 salesmen)
- Supervised by 4 supervisors
- Managed by sales manager



LIQUIDATION SUPPORT TEAM

- Selling process From Baghdad drug stores to Baghdad pharmacies (7 salesmen managed by team leader)
- From provinces drug stores to provinces pharmacies (have 14 salesmen managed by 3 team leaders)



REGISTRATION TEAM

- Adipharm site registration and company registration in 2018
- Dar al dawa items (6 items) registration pricing 2020 & 2021
- Osel site , company registration (2020) and items registration with pricing (2021)
- CT site and company registration , 3 items registration
- Deva and pharmactive product registration (30 items)

MARKETING AND SALES MODEL

- Al Nasaq is working with full marketing and distribution model , were we are responsible for all details related to marketing inside Iraq with the help and guidance of the principals and marketing consultants in the market.
- this model has proven its efficiency in maximizing the company potential in the market for small business companies and newly emerging company .

EXAMPLES OF MARKETING ACTIVITIES

- Sponsoring many of Iraqi societies meetings inside Iraq
- Site visits & stand alone meeting for around more than 500 Physicians during 2021 , 2022 , 2023
- Sponsoring international participation of KOLs in international events
- Top 100 pharmacies purchasing (special offers) partnership pharmacies project
- Top 20 drug stores partnership (special offers vs special quantities)
- Direct management team for each the company (country manager , product managers , sales territory manager)

WHY AL NASAQ

- Regular shipment through confirmed LCs from reliable Iraqi Banks (TBI and NBI) to ensure steady flow of shipments.
- Storage inside Iraq (not remote storage),having a steady buffer stock of 3-4 months at all times (minimize fluctuation in stock availability and out of stock situation)
- Coordinating with principals in a proactive way to secure stocks ahead of time in case of special promotions and activities to ensure proper branding and image of company and product .
- Directly distributing through Al Nasaq Team inside Iraq.
- Professionally recruiting the promotional team to meet company's standard and achieve needed targets .
- Managing the promotional team directly through Al Nasaq with support from company

WHY AL NASAQ

- We believe that proper documentation and accurate reporting is KEY success factor
- Improving internal processes to reach highest standards to ensure proper follow up.
- Committed distribution even to remote ,less accessible pharmacies and drug stores through strict coordination to meet all orders.

OUR COMPANIES



OUR COMPANIES



RAM Pharma was established in 1992 as a manufacturer of reliable Assured medicine pharmaceutical dosage forms with an extensive product portfolio. Led by its slogan,

RAM Pharma proudly attributes its market success to an extensive pharmaceutical dosage products portfolio with top international standards and continuously strives to not only meet but also exceed customers' expectations.

Where that is brought together by high caliber human resources, unique industry insights, and advanced capabilities, RAM Pharma continues to achieve remarkable results.

OUR COMPANIES



SAVVY PHARMA a highly focused generic pharmaceutical company dedicated to delivering high quality medicines and making them accessible to patients. This is done through excellence in innovation, development, manufacturing, and commercialization to eventually offer high-quality, cost-effective products

OUR COMPANIES



Delorbis Pharmaceuticals Ltd as a leading branded generic pharmaceutical company, offers a broad portfolio of more than 100 pharmaceutical products. At DELORBIS, we are dedicated to offer a balanced portfolio of EU-approved branded generics in accordance to local therapeutic needs.

We are proud of expanding our activities in more than 35 markets in the Middle East, Africa, Far East and CIS. Through our global strategic partnerships, we have managed to acquire one of the strongest generic pipelines.

Today DELORBIS, through combination of marketing and sales efforts created strategies to ensure constant growth. We work together with our partners to identify product opportunities. At DELORBIS, we strongly believe in keeping the customers satisfied and providing them with pharmaceutical products at affordable price.

OUR COMPANIES



About Osel İlaç

The brief history of Osel İlaç is as follows;

First of all, the business; It was founded in 1917 by Mir-General Mehmet Zekai Bey for his son Ömer Hikmet Bey, who was studying at Istanbul University Faculty of Chemistry, under the name of "Medical Preparations Laboratory", in a small room of the mansion number 58 in Çengelköy Kuleli Hastanesi Street, as Turkey's first Parenteral Solution Producer. started its operations.

The business, which continued its production in its location in Çengelköy for many years, started to experience space shortage as the product range expanded, and was taken over by the Camcı Family in 1982 and established as "Haver İlaç San. and Tic. A.Ş." The factory, which took its name, was moved to its current location in Beykoz, which has an open area of 22 thousand square meters and a closed area of 32 thousand square meters.

The company has been continuing its production activities under the title of Osel İlaç since 2006.

OUR COMPANIES



Founded in Sanremo Italy in 1946, since the beginning, Laboratorio Farmaceutico CT Srl shows a strong vocation in developing new product for Pharmaceutical market.

Wide range of pharmaceutical products have been developed by Laboratorio Farmaceutico CT Srl and marketed worldwide.

Today Laboratorio Farmaceutico CT Srl, with a total surface of 10.000 sqm of manufacturing plants and research laboratories, still invests and obtains results in treatment of alcohol addiction.

OUR COMPANIES



Ellez Pharma Ltd is an active company incorporated on 23 June 2022 with the registered office located in New Malden, Greater London. Entered Iraqi market and achieved good reputation..... Expansion in food supplement is main goal for this company by delivering excellent quality unique formula

OUR COMPANIES



pharmactive :

Humanis, formerly established as Pharmactive in 2010, works with the understanding of "How happy is the one, who provides remedies for the illness of the others".

The foundations of Humanis' production facility in Çerkezköy were laid on 14 February 2011, with the mission of "to develop and produce pharmaceuticals at high quality standards and to be active for human health by making pharmaceuticals accessible to everyone".

OUR COMPANIES



Pharmex Group is a Spanish pharmaceutical company founded in August 2016 through the acquisition of the portfolio and the manufacturing plant of Laboratorios Pérez Giménez.

In 2018 Pharmex launched its products into the Spanish market and began its international expansion.

It is constituted by a Group World Headquarter in Switzerland, a Group Operational Headquarter in Madrid and a Manufacturing site based in Córdoba (Spain).

OUR COMPANIES



Established in 1958, DEVA Holding is among the well-established pharmaceutical manufacturers in Türkiye. With the main area of operations including manufacturing and marketing medicinal products for human and use and raw materials, DEVA Holding also manufactures veterinary medicines, eau de Cologne, and medical ampoules.

Currently, its product portfolio contains more than 650 products in 14 therapeutic areas, ranging from oncology to cardiology, respiratory system and ophthalmology, as well as medical devices.

With progressively expanding regional growth and export operations, DEVA Holding is the holder of 1,029 marketing authorizations in 69 countries, including the USA, Switzerland and Germany. Founded under the brand name of Devatis in Germany and then in Switzerland, the company received registration approval in 2018 and having been established in the USA under the same name, accelerated its activities.

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IRAQI MARKET

*Thank
You!*



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